

# Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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## Holiday Time is ripe

### in the Valley of the Moon

Happy Veterans' day! Once it was Armistice day, 'most everywhere observed more or less informally, though the name was a misnomer. It was the day the "war ended"—but the wars aren't really ended yet.

But did you have fun that first Armistice day? 'Most everybody acted not their age but like terrifically happy kids. And the celebration went on and on.

Later the so-called holiday fell into some disrepute, and instead of it being a real holiday the most to be expected was that citizens would stop for one minute at 11 a. m. for a moment of silence.

California held on longer than most states in making a real observance of the day, but that's easily explained: California loves holidays!

**CHRYSTAL'S SMART SHOP, Plaza Center Bldg., Boyes Springs**  
Smart Apparel for Women      Casual Wear      Separates

Got another letter to the editor this week—good idea expressed, too. Why don't you take pen or typewriter in hand and do likewise? It's good for the morale, and just maybe you can be a big help in furthering the progress of our beloved Valley.

**WE HAVE CALLS for furnished and unfurnished homes for rent.**  
**List your real estate with WOODS-FRANQUELIN, Boyes Branch.**

And don't think there isn't plenty progress in sight. The new Exchange bank branch will give us a big impetus, and so will the opening of Boyes' first franchised new car agency, DeSoto and Plymouth, by Gallo Brothers. There's more coming, too. Keep your eyes open, and ears too. We'll be the dominant community of the entire Valley of the Moon ere long.

**GIVE FURNITURE or APPLIANCES for Christmas. A small deposit holds it. SONOMA FURNITURE MART. South Broadway.**

As many a poker player has found out, the costliest hand a man can hold is one containing five feminine fingers.

**HAMMOND LUMBER COMPANY, Boyes Hot Springs**  
**Get your Lumber, Hardware, Building Materials, right here.**

After Moonbeams was off the press last week, and before it was folded and inserted, we read a copy very carefully—looking for errors mostly. It took us exactly 20 minutes to get through it—and that's about all it takes us to read most weekly or daily papers we get.

**Old-time Dancing every Saturday night, Sunday afternoon, at LITTLE SWITZERLAND, El Verano. Good music, good time.**

Swiped from an Ohio editor: "If we ever write a story or editorially comment on a subject that you do not like—one that you take as a personal insult—please bring us your copy of the paper and we'll be happy to cut the offending article out of your copy."

**MOVING? Finest service—local or long distance, right here in the Valley. CLOUSE'S DELIVERY SERVICE. Phone WE8-2467.**

Apropos the suggestion that we name our newly incorporated city (coming in a year or so) "Jack London," we've heard suggestions that we could go further and name Highway 12, Jack London way or avenue or boulevard, through the city. And another one, that one of our parks be named Jack London park. Just Recreation district park doesn't mean much and is entirely undistinguished. What do you think?

**Melina and Harvey will be glad to see you at OUR RESORT, El Verano. It's a friendly place, excellent beverages. Draft beer, too**

According to doctors, you will live much longer if you give up everything that makes you want to.

**TRY OUR LAYAWAY PLAN for Christmas jewelry and giftware. VALLEY WATCH REPAIR, Boyes Hot Springs.**

A forest ranger in Michigan has been transferred from Hell to Paradise. Those names are authentic. We've been in Hell; it's a nice little resort alongside a long lake or string of lakes, and it's most attractive. Paradise isn't so far away.

**You football, baseball, boxing, pingpong fans: COG CLUB is your headquarters. Meet your antagonists, daily. DENNY COLEMAN.**

When our new city is incorporated, it will start out with at least 3800 inhabitants, quite a little town. And it will have plenty influence in county circles too. A committee to study the pros and cons of incorporation should be named and it should get to work promptly, then its report could be given the consideration it will deserve. Speed the day!

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**SONOMA MISSION INN, Boyes Springs. Famous nationally. Superb cuisine, comfortable rooms. Luxurious lounge. Cocktails.**

Man on early morning radio mentioned something about Shropshires and he had a dickens of a time getting the word out. We tried it out loud, two or three times in rapid succession, and didn't fare so well either. You try it.

**IRISH INN, opp. Bath House, Boyes. Corned Beef (sandwiches or dinners). Beer and wine. You like cabbage, too?**

Henry Goullette, personable mixologist at Sonoma Golf and Country club, has been enjoying a vacation up in the mountain country. Mendel Cader says the lad well deserved the few days off. Think we were at Hank's wedding a few years back, at the country club.

**BARBECUE—Steaks, Chops, Ribs, Chickens. Cocktail bar. Glorious eating place. FIRESIDE LODGE, 1/2 mile west of Sonoma.**

**HERBERT COONS CLEANERS, Fetters Springs. Cleaning, Pressing, Repairing. Also Knit Blocking. You'll like our prompt service.**

More news: Jack and Nora Williams have reopened the restaurant facilities at the Broadway cafe in Sonoma. They were seven years at the El Bend Grande restaurant, and have a wide reputation as purveyors of mighty good food. They'll be glad to see you—anytime.

**EL VERANO LUMBER & HARDWARE. Pittsburgh Paints. Complete stocks of Building Materials and Hardware. Ph. WE 8-2289. Order Now! From The ADOBE DRUG Your Christmas Cards 417 First Street West SONOMA Phone WE 8-2971**

We note that Oakland continues pushing its Jack London square and other sections where Jack is said to have hung out. He did spend some of his earlier years there, but his home later was right here in the Valley, which he did so much to publicize. Time we here got busy and did a little remembering of him in a substantial manner. Who's afraid of Oakland!

**Mighty good food and drink, always, at SONOMA GOLF & COUNTRY CLUB. Famed for fine Breakfast and Lunch. Dinners, too.**

**ROY'S UPHOLSTERY SHOP, Boyes. Your chesterfield, chairs, can be made good as new, at exceptionally low cost. Estimates.**

One day last week the electricity was off for about five hours in our part of town, with patrons all notified in advance. And it certainly was noticed. Got to thinking which we needed most in order to get along under present conditions—gas or electricity? Guess we'd miss the light and power most. But let's keep 'em both, also water and telephone, and be thankful.

**SOL D. BECKER SELLS REAL ESTATE—**

**Every Once in Awhile**

**MENDEL'S CAFE, on the Plaza, Boyes. It's quietly luxurious, the food is superb, the drinkables enervating. Drop in.**

## VALLEY OF THE MOON CIGARS

### Ask for Them — Only Handmade Cigars in the Valley

You're allowed, according to an item we just read, to give your wife \$6000 and your dependents \$3000 each every year, and there'll be no gift tax and it's deductible from your income tax. How many will join with us in instituting this plan right away? We'd dearly love to give the wife \$6000 tomorrow morning!

**OPEN and BUSY — VERN'S SALVAGE DRESS SHOP, Theater Bldg., Boyes.** Most of stock brand new—and classy. Prices lowest.

**NEW MECHANIC on duty — DON ROBERTS — and he's Good.** Always the best in car care at **GALLO'S CHEVRON STATION.**

More on taxes: Sonoma county taxpayers got their tax bills this week, and you never heard such howling as there was in the local postoffice. An average increase of anyway 15 per cent was noted, some even more.

One question frequently heard was: "Just what are we getting for our tax money, out here in the unincorporated section?" It's generally the belief that we get very little of the services freely provided in the cities of the county. Let's do something about it.

**NEW DADDIES! BOB'S CIGAR STORE, Sonoma, is where you can get those banded cigars—Boy or Girl. Be prepared!**

**GEORGE is your best bet when you're looking for the finest in tender meats. Try us this week At Boyes Food Center.**

Dear Col. Little:

Here is your second letter.

Re your suggestion of a name for our city, when it is incorporated. I agree Jack London would be alright, but don't you think AGUA CALIENTE more appropriate? It certainly would describe our Hot Springs area.

M. M. S.

**PAUL'S OLD RANCHERO, Verano. Excellent food and drinkables.**

**PAUL JR. at the organ. Radio broadcasts weekly. Worth trying.**

**BOYES VARIETY STORE. Christmas stocks arriving daily—finest we've ever had. Shop at home. Visit us early—and often.**

### SHOP TALK

In these days of nervous tension, comments an Iowa editor, it's good to blow off pent-up emotions now and then . . . every reader of this paper has the royal privilege of giving the editor hell . . . In the southeast corner of this office is seated a bald-headed old codger among whose duties it is to hear complaints. He is responsible for all the mistakes, oversights, the poor news coverage, and anything else that raises the ire of the gentle reader.

His hide is as tough as the soles of a barefoot boy in midsummer. So don't be backward or bashful when you dump your resentment up-



on him. He has a sympathetic ear and an understanding heart and will promise you anything. Then he'll promptly forget it. He needs someone to put a burr under his tail occasionally. He needs something to make him forget the heaves, the blind staggers and the spavins which beset him, and to spur him into action. By getting it off your chest you'll feel a lot better.

We just wanted to call attention to this extra service to which you are entitled as a subscriber. When readers fail to take advantage of this service, the old devil at the littered desk in the southeast corner begins to feel that the object of his staff's efforts isn't being read.

**NEW LOCATION for POWDER BOX BEAUTY SHOP — Arnold drive nr. Eldridge, next to Ellis Service. All new equipment.**

**One thing a woman never seems to get over without help from her friends is thirty-five. VALLEY WATCH REPAIR, Boyes.**

### **SOME 'MOTORLAND' SAFE DRIVING PRACTICES**

You can tell good drivers by the way they ease around curves. Passengers in their automobiles feel comfortable and safe and are scarcely "curve conscious."

Having to brake ON A CURVE is a sure sign of an unskillful driver. It results in squealing tires, a rolling car, lurching passengers and difficult steering, and may even cause a skid or worse trouble.

Good drivers slow down BEFORE ENTERING a curve, not while on it. They do the braking before the turning movement begins. An automobile is steadier on a curve when the engine is pulling than when it is being slowed down by braking.

Therefore, enter a curve at a rate of speed that will allow you to take your foot off the brake pedal and place it on the accelerator. Then gradually accelerate to your normal speed as you come out of the curve. This results in smoother, safer driving.

**ROZARIO'S PALMS INN, Verano. Quietly luxurious surroundings. Banquet headquarters. Splendid cuisine. Cocktails.**

**BOYES SPRINGS FOOD CENTER, largest and most varied stocks of foods—groceries, meats, frozen and canned foods, bottled goods.**

### **WONDERS TO COME—WE HAVE AN ANGLE, TOO!**

Newspapers and magazines lately seem to be full of articles predicting what life in these United States will be like 5, 10, 15 or 20 years from now.

It sounds good, and we hope most of it works out—and we have the fullest confidence it will.

Won't it be nice to have one small car for town travel, and another long, special job for the highway? And naturally by then there will be complete traffic control—just enter your course, and keep on the beam.

And temperature control in all houses and offices will really be



wonderful—as well as automatic kitchens that whip up your dinner at the flip of a switch—for those people who still want to eat old-fashioned meals. We suspect newspapermen will lean toward pills, which give you complete nourishment in a few gulps—a real time saver.

But we are particularly looking forward to the automatic newspaper, as described by printer-inventor Dean Blanton.

That machine will solve production problems—you simply put the copy in one end, and pretty soon you have a complete newspaper.

Now if someone will just invent a machine that makes merchants say “Put me down for a full page this week,” and news sources utter “Of course I’d be delighted to tell you the whole story.”

Our main gripe with the schools is that their students can’t write. Apparently they’re teaching a type of “printing,” not the old long-hand style. It’s hard to read, takes the writer twice as long to write anything, and in fact is a mess.

**JUNIOR’S BOYES SPRINGS RESORT.** Pleasant always, with good drinkables. Eatables too. **JOHNNY** on duty much of the time.

For just a dollar each, you can make a lot of your friends and relatives, especially those east of the mountains, happy for a whole year. Just hand us your list, and we’ll see they get a copy of Moonbeams every week for the next 52 weeks, and even send ’em a card telling that you’re the donor. Can you beat that for a valuable but inexpensive gift?

**Top quality barber work at PLAZA SCHOP, Bud Thompson, prop.**  
**Next to Mendel’s, on the plaza, Boyes. Let’s show you our wares.**

That name for our new town (when we’re all incorporated and set, should bring out a lot of suggestions. We like Jack London for a name, but about equally good is Agua Caliente, suggested this week in a letter to the editor. Agua Caliente means “hot water” and that’s what we’ve got. It’s a euphonious name, too, rather mellow and lilt-ing. Our present town used to have a postoffice, but that’s now gone. So the name would officially be revived, and we’d be glad to be residents of a new and enlarged Agua Caliente. We’d even like to see a race track hereabouts, and the Mexican town of the same name would have serious competition.

**FIELDS UNION SERVICE, Main Corner, Boyes**

**Not only the best in gas and oil, but mighty good repair facilities.**

Nobody has yet answered our plea for a coupla guinea hens for our Thanksgiving dinner. Can’t somebody tell us where they might be found? We’d hate to settle just for a turkey. Tho wo could be beguiled into having roast goose or Long Island duck.

**LARSON’S LIQUOR & SPORTING GOODS**

**Holiday Time Finds Us Ready for You!**